

Subject: Re: Time-Sensitive: Visit California - Media Reception Pitch
From: Monica Simpson <msimpson@sanpedrobid.com>
Date: 01/11/2018 10:36 PM
To: "Baker, Arley" <ABaker@portla.org>
CC: Brian Garrido <brian.garrido@bg2pr.com>, Jonathan Williams <jwilliams@labattleship.com>, Lorena Parker <lparker@sanpedrobid.com>

Thank you all for the detailed feedback! Appreciate all the thorough notes! I'll make suggested edits and get this submitted by morning!

Monica Simpson

PR & Marketing | San Pedro Business Improvement District
[390 W. 7th Street | San Pedro, CA 90731](http://390.W.7th.Street|San.Pedro,CA.90731)
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On Thu, Jan 11, 2018 at 9:57 PM, Baker, Arley <ABaker@portla.org> wrote:

Hi Brian and Monica

Here is my feedback:

I don't think we gain anything whatsoever from using the word "quaint." Historic, eclectic, charming, hip, etc., probably better serve us. Quaint isn't a positive word for our downtown.

As Ports O Call is being shuttered/retired, whatnot, I suggest you not say it's "iconic." The bridge, lighthouses, Warner Grand and Korean bell are iconic. POC is not.

Tide pools

"Battleship IOWA" is the proper nomenclature, I believe

Strongly suggest you NOT mention towns we beat out for that award. Nothing goods comes from that. Provide a link to the article. We WON that award. No need to say first place.

I like "last frontier of LA"

THANKS!

Respectfully,

Arley Baker
Senior Communications Director
Port of Los Angeles

[310-732-3093](tel:310-732-3093)
abaker@portla.org

On Jan 11, 2018, at 8:46 PM, Brian Garrido <brian.garrido@bg2pr.com> wrote:

Hi Monica,

Please find some of my edits. You can use them as you want. A hundred words isn't a lot to explain how amazing San Pedro. Still you did an amazing job.

https://docs.google.com/document/d/1M3vVZXG-r_k3Er00Eju9xupc1dGWouuUklAzCh2s9lw/edit?usp=sharing

Good luck. Again, great writing!

From: Monica Simpson <msimpson@sanpedrobid.com>
Sent: Thursday, January 11, 2018 3:33:41 PM
To: Lorena Parker
Cc: Brian Garrido; Arley Baker; Jonathan Williams; Gianine Rizzi; Greg Morena
Subject: Time-Sensitive: Visit California - Media Reception Pitch

Hi All!

I wanted to share the first draft of San Pedro's submission to attend the [Visit California Media Reception](#) in April. The short pitch is intended to highlight cultural importance, landmarks, and potential for growing tourism as the top three pitches for media attending.

You can make comments in the document margins here:

https://docs.google.com/document/d/1M3vVZXG-r_k3Er00Eju9xupc1dGWouuUklAzCh2s9lw/edit?usp=sharing

(Note: The word limit is 150 and it's currently at 250 so we have flexibility on what to remove and replace)

Deadline for submission is tomorrow by 8am, so feedback tonight would be most appreciated!

Thanks, everyone!

Monica Simpson

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